BALLOT ARGUMENT OPPOSING PROPOSITION 15

PROP 15 WILL BE THE LARGEST ANNUAL PROPERTY TAX INCREASE IN CALIFORNIA HISTORY – UP TO $12.5 BILLION PER YEAR!

Prop 15’s massive increase in annual property taxes will have disastrous economic impacts for every Californian – from small businesses and consumers to farmers and homeowners.

PROP 15 REPEALS TAXPAYER PROTECTIONS IN PROP 13

Prop 13’s taxpayer protections have kept property taxes affordable by capping property taxes and limiting increases annually, providing taxpayers certainty they can afford their property taxes now and into the future. Prop 15 eliminates that certainty for millions of taxpayers.

- “Prop 15 is a direct threat to homeowners. Supporters of the tax hike openly admitted that this is merely the first step in completely dismantling Prop 13 which voters approved to stop skyrocketing property taxes.” – Jon Coupal, President, Howard Jarvis Taxpayers Association

PROP 15 RAISES OUR COST OF LIVING

Prop 15’s tax hike will increase costs on everything people buy, including groceries, fuel, utilities, day care and health care.

- “Too many families have been priced out of their neighborhoods because of the rising cost of living. Prop 15 will raise the cost of living for California families by up to $960 and will especially hurt lower-income communities.” – Alice Huffman, President, California State Conference of the NAACP

PROP 15 DESTROYS JOBS AND SMALL BUSINESSES

Seven million Californians work for a small business. Millions of Californians are filing for unemployment and are at risk of losing everything. NOTHING in Prop 15 stops the tax from being passed on to small business tenants. Prop 15 will make the economic crisis worse by devastating small businesses – including our neighborhood restaurants, barbershops, and dry cleaners.
• "Most small businesses rent the property on which they operate. Prop 15’s higher property taxes will mean skyrocketing rents at a time we can least afford it." – Jot Condie, President, California Restaurant Association

PROP 15 RAISES TAXES FOR FAMILY FARMERS, RESULTING IN HIGHER COSTS FOR FOOD
Prop 15 will raise property taxes on farming – including barns, dairies, processing plants and even fruit and nut trees.
• "Prop 15 hurts family farmers and we all will end up paying higher costs for groceries including milk, eggs and meat." – Jamie Johansson, President, California Farm Bureau Federation

PROP 15 LETS THE LEGISLATURE RAISE PROPERTY TAXES ON HOMEOWNERS
Two million Californians operate small businesses from their homes. Prop 15 gives the Legislature the power to increase property taxes on those homeowners – WITHOUT A VOTE OF THE PEOPLE.
• "Prop 15 will be devastating to homeowners - local plumbers, gardeners, bookkeepers, day cares and small businesses operating out of their home." – Julian Canete, President and CEO, California Hispanic Chambers of Commerce

PROP 15 LACKS ACCOUNTABILITY
Prop 15 will cost taxpayers $1 billion each year in bureaucratic expenses, and politicians can spend the higher property tax revenue on anything they want, including administrative costs, outside consultants and pay raises.
• "Prop 15 allows politicians to divert its tax hike revenue to anything the special interests want, just like they’re doing with the gas tax." – Marilyn Markham, Board Member, California Senior Advocates League
INDEPENDENTS, DEMOCRATS AND REPUBLICANS AGREE – NO ON PROP 15.

NOW IS NOT THE TIME TO RAISE PROPERTY TAXES IN CALIFORNIA.

ROBERT GUTIERREZ, President
California Taxpayers Association

ALICE HUFFMAN, President
California State Conference of the NAACP

BETTY JO TOCCOLI, President
California Small Business Association